

## Re: SP & SPII docs - Invitation to collaborate

**Subject:** Re: SP & SPII docs - Invitation to collaborate

**From:** Ellen Riotto <ellen@southpark.la>

**Date:** 05/09/2017 02:54 PM

**To:** Tara Devine <tara@devine-strategies.com>

**CC:** Katie Kiefer <katie@southpark.la>, Robert Buente <bbuente@1010dev.org>

We're prepared to drop everything and make the petition preparation our sole priority. By this I mean we can take on the printing of petitions if you could guide us through the process. Where does the master petition file come from? What does it entail to prepare that? Is this something that my team can handle? What do you use to merge?

I'd love to jump on a quick call so I know what the next steps look like and can offer the BID's resources.

Thanks,

Ellen

From: Tara Devine <tara@devine-strategies.com>

Date: Tuesday, May 9, 2017 at 2:47 PM

To: Ellen Riotto <ellen@southpark.la>

Cc: Katie Kiefer <katie@southpark.la>, Robert Buente <bbuente@1010dev.org>

Subject: Re: SP & SPII docs - Invitation to collaborate

As I believe I discussed during our very first briefing on renewal, I come to the BID office and meet with any and all staff (including any interns) who will be involved in petition packet (print or e-copy) and explain everything at once. I have learned that packet assembly is best gone over in person (not by phone) as it is fundamentally a visual task. It is also best if everyone is on the same page and can benefit from the answers I give to all questions asked.

We should have all documents finalized before this meeting occurs. I have already contacted the City to verify that the two that come from them have not changed, and am awaiting their reply. Let's set a tentative meeting for Thursday or Friday afternoon. I believe all documents should be final by then, excepting the master petition file, which we will likely need the weekend to prepare. We have 2000+ petitions, and the merge is not fully automated due to the format the City uses and the nature of ownerships.

On Tue, May 9, 2017 at 2:33 PM, Ellen Riotto <ellen@southpark.la <mailto:ellen@southpark.la> > wrote:

Please see attached for cover letter and 1-pager.

Right now my number 1 priority is a quick turnaround. I'd appreciate jumping on a call to discuss how to print petitions. Please let me know when you have time today for that call.

Thanks,

Ellen

From: Tara Devine <tara@devine-strategies.com <mailto:tara@devine-strategies.com> >

Date: Tuesday, May 9, 2017 at 2:23 PM

To: Ellen Riotto <ellen@southpark.la <mailto:ellen@southpark.la> >

Cc: Katie Kiefer <katie@southpark.la <mailto:katie@southpark.la> >

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At petition stage, we typically prep a master PDF that contains all of the docs we provided in this example in February.

We call it the

"

BID renewal epacket,

"

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and

you/

we end up emailing it a lot to owners who can't locate their mailed packet

or prefer handling docs digitally

. It is accompanied by the owner's petition (

you/

we cull individual PDFs from the master petition file PDF as needed.)

We have not seen drafts or finals for any of the docs the BID has produced

. W

e

suggest

ed

a

cover letter and 1-page

double-sided

achievements/promo

piece

(this one piece printed in color if feasible) bu

t

it is up to you.

Kindly forward drafts for our review (asap) or finals (

no later than Friday) for epacket prep. We will furnish the epacket to you as well.

We also recommend printing petitions on medium/bright YELLOW paper. This helps the most important document in the packet stand out, yet still scans like plain white paper. (You scan and submit signed petitions to Clerk, and retain originals in your files.) We like Neenah Astrobrights Solar Yellow 24lb., but it is your choice.

Also, please advise

me

if the BID has licensed Adobe Acrobat software that allows you to edit PDFs (as opposed to Reader.)

We do, and can cull individual petitions for you, but you may find it helpful to have the ability to do this in-house as well.

On Feb 21, 2017 9:20 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la) <<mailto:ellen@southpark.la>> > wrote:

Thank you!

From: "Tara Devine (via Google Drive)" <[drive-shares-noreply@google.com](mailto:drive-shares-noreply@google.com) <<mailto:drive-shares-noreply@google.com>> >  
Reply-To: Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com) <<mailto:tara@devine-strategies.com>> >  
Date: Tuesday, February 21, 2017 at 7:30 PM  
To: Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la) <<mailto:ellen@southpark.la>> >  
Cc: "southparkbid@gmail.com <<mailto:southparkbid@gmail.com>> " <[southparkbid@gmail.com](mailto:southparkbid@gmail.com)>  
<<mailto:southparkbid@gmail.com>> >, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la) <<mailto:katie@southpark.la>> >  
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Tara Devine <<mailto:tara@devine-strategies.com>> has invited you to contribute to the following shared folder:

<<https://ssl.gstatic.com/docs/documents/share/images/services/folder-3.png>>

SP & SPII docs <[https://drive.google.com/drive/folders/0B-0YeQrhQ5AzWWE5WTNvWEYzeEE?usp=sharing\\_eil&invite=CLjuj-wN&ts=58ad05e6](https://drive.google.com/drive/folders/0B-0YeQrhQ5AzWWE5WTNvWEYzeEE?usp=sharing_eil&invite=CLjuj-wN&ts=58ad05e6)>

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<https://drive.google.com/c/u/0/photos/public/AIbEiAIAABEC0aIgorehpXFkwEiC3ZjYXJkX3Bob3RvKig1NzY5NDY0ZjMzNzczMGMSYjI1MWJlMWJmZWFnNzkxYWxZWl0YzVlMAE9Z9t0vCD1fbgr9MlTUQRc0VNmXw>>  
I have updated the Google Drive as follows:

1) I noticed that [southparkbid@gmail.com](mailto:southparkbid@gmail.com) had only viewing access. I have added editing/organizing access.

2) I have uploaded the petition packet docs for SPII individually. The "Who Can Sign" I only have in PDF format - I believe it was created by the City. The cover letter, FAQ and promo piece are now available in the folder as Word files.

Open [https://drive.google.com/drive/folders/0B-0YeQrhQ5AzWWE5WTNvWEYzeEE?usp=sharing\\_eip&invite=CLjuj-wN&ts=58ad05e6>](https://drive.google.com/drive/folders/0B-0YeQrhQ5AzWWE5WTNvWEYzeEE?usp=sharing_eip&invite=CLjuj-wN&ts=58ad05e6>)

This email grants access to this item. Only forward it to people you trust.

Google Drive: Have all your files within reach from any device.  
Google Inc. 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA

<https://drive.google.com>